

## 6.1 The International Olympic Committee's actions to protect the integrity of sport

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*We need to change because sport today is too important in society to ignore the rest of society. We are not living on an island, we are living in the middle of a modern, diverse, digital society... This society will not wait for sport to change. If we want our values of Olympism – the values of excellence, respect, friendship, dialogue, diversity, non-discrimination, tolerance, fair play, solidarity, development and peace – to remain relevant in society, the time for change is now.*

International Olympic Committee president Thomas Bach

As leader of the Olympic Movement, the International Olympic Committee (IOC) encourages all other sports organisations to follow its lead in regard to strengthening integrity in sport.

Shaken by the corruption scandal related to the awarding of the Salt Lake City Winter Olympic Games in 2002, the IOC reacted strongly by adopting a large number of regulations and processes aimed at severely limiting the risk of recurrence. In addition to ensuring good governance, the IOC also has a duty to safeguard clean athletes and competitions. Corrupt competition makes sport a meaningless spectacle, and nobody is interested in watching or taking part in a competition whose outcome is tainted or – worse – already determined before it begins. Furthermore, failing to protect the integrity of sport means the IOC cannot promote positive values through sport.

As a result, the IOC applies a zero-tolerance policy when it comes to manipulation at the Olympic Games. The two biggest threats to the integrity of sport are doping and the

manipulation of competitions, also known as match-fixing. The IOC has put a number of measures in place to protect the Olympic Games, many of which have been offered for wider use among the Olympic Movement stakeholders.

Following are some of the key actions taken by the IOC since 1999 to protect the integrity of sport.

### **1999: actions taken in the aftermath of the Salt Lake City scandal**

The Salt Lake City scandal – in which IOC members were accused of taking bribes from the Salt Lake Organizing Committee (SLOC) during the bidding process – was one of the most serious situations the IOC has ever been confronted with.<sup>2</sup> The IOC's reaction was swift and strong. All of the following occurred within six months of the allegations coming to light:

- an Ad-Hoc Committee investigated the various events;
- six IOC members were expelled; seven others were sanctioned;
- the IOC set up a permanent and independent Ethics Commission involving a majority of independent, high-ranking international personalities including a former UN Secretary-General, judges from the supreme court and International Court of Justice, as well as a former head of the Swiss Confederation;<sup>3</sup> and
- the IOC Code of Ethics was developed and approved.

At the same time the IOC Session, which is the annual assembly of the full IOC membership, approved a number of new reforms, including a limit to the IOC President's term and a ban on IOC members not serving on the Evaluation Commission from visiting candidate cities.<sup>4</sup>

In the following years the Ethics Commission created the position of permanent secretary and approved a large number of implementing provisions, such as its independent status, rules of procedure, directions for the election of the IOC President, regulations concerning conflict of interest, and rules of conduct for the bidding process for hosting the Olympic Games.

These regulations have since been updated regularly and are explained to the IOC membership at every IOC Session.

### **2003–2005: the bidding process for the Olympic Games in 2012**

For the first time, a full set of Rules of Conduct was approved and implemented, thereby providing bid cities with a clear framework for their international promotion and relations with IOC members. While this process was ongoing it was revealed that an IOC member and various consultants had breached the Code of Ethics in regard to bids.<sup>5</sup> The respective IOC member was expelled and the consultants were declared *personae non gratae*.

These decisions show the IOC's firm stance in regard to any form of corruption. This zero-tolerance policy underpinned a number of other decisions to sanction any IOC member proved to have breached the IOC Code of Ethics.<sup>6</sup>

### **2009: the XIII Olympic Congress in Copenhagen**

The 2009 Congress provided a rare opportunity for the entire Olympic family (i.e. IOC members, representatives of National Olympic Committees (NOCs), International Federations (IFs), the Organising Committees of the Olympic Games (OCOGs), athletes, coaches, media, sponsors and other stakeholders) to meet and discuss issues of importance to the Movement.

In the field of ethics, this Congress allowed all the Olympic Movement stakeholders,

including all the NOCs, IFs and recognised sports organisations, to approve and take on board the following:

- the Basic Principle of Good Governance for the Sports Organisations;<sup>7</sup>
- Recommendation 41, which states: ‘The legitimacy and autonomy of the Olympic Movement depend on upholding the highest standards of ethical behaviour and good governance;’
- Recommendation 42, which states that all members of the Olympic Movement should ‘adopt and implement a code of ethics based on the principles and rules of the IOC Code of Ethics’.<sup>8</sup>

#### **2014: Olympic Agenda 2020**

Following his election in September 2013, IOC President Thomas Bach launched an open, inclusive and wide-ranging debate called Olympic Agenda 2020. Discussions centred on recommendations for a strategic roadmap for the future of the Olympic Movement and involved all Olympic Movement stakeholders, external stakeholders and the public.

Following this consultation, 40 recommendations were formulated and unanimously approved by the IOC Session in December 2014.<sup>9</sup> The protection of clean athletes forms an essential part of Olympic Agenda 2020. The six recommendations relating to increased transparency and strengthened ethics measures will have been implemented by the time of the IOC Session in Kuala Lumpur in July–August 2015.

Introducing the Olympic Agenda 2020 recommendations to the IOC Session in December ahead of the vote, President Bach summed up the new philosophy and reasoning behind the reforms through the words of Nelson Mandela, that ‘sport has the power to change the world’, and that ‘you can inspire others to change, only if you are ready to change yourself’.<sup>10</sup> This

begins with people getting the Olympic message of dialogue, of respect for rules, of tolerance, solidarity and peace.

Olympic Agenda 2020 addresses the issue of credibility for competitions as well as for organisations. It will encourage potential candidate cities to present a holistic concept of respect for the environment, feasibility and of development, to leave a lasting legacy, respecting that there is no one-size-fits-all solution for the sustainability of the Olympic Games, while ‘at the same time safeguarding the unity of the Olympic Movement by ensuring the respect of the host for our values and the respect for the athletes who are at the heart of the Olympic Games’.<sup>11</sup>

Olympic Agenda 2020 also commits the IOC to strengthen good governance, transparency and ethics. This includes that members of the Ethics Commission will be elected by the IOC Session rather than the IOC executive board. The Ethics Commission will draft new rules in line with the Olympic Agenda 2020. The IOC will also create the position of a compliance officer.

Financial statements will be prepared and audited by the benchmark International Financial Reporting Standards (IFRS), even if from the legal perspective much less transparent standards would be sufficient. The IOC will provide an annual activity and financial report, including the allowance policy for IOC members, which will give evidence for the fact that the IOC members are genuine volunteers.

With regard to the credibility of sports competitions and of athletes, President Bach stated that ‘we have first and foremost to protect the clean athletes...from doping, match-fixing,

manipulation and corruption. We have to change our way of thinking. We have to consider every single cent in the fight against these evils not as an expense but as an investment in the future of Olympic Sport.<sup>12</sup> This will include supporting innovative anti-doping research, which leads to a better and less onerous protection of the clean athlete, and creating robust education, awareness and prevention programmes against match-fixing, manipulation and corruption.

### **2006-2015: protection of clean athletes against competition manipulation**

The manipulation of sports competitions, in particular when linked to betting activities, has become an area of great concern in recent years. Like doping, such corruption threatens the very integrity of sport. Recommendation 16 of Olympic Agenda 2020 aims to protect Olympic events from any kind of manipulation through robust education and awareness programmes.

This threat has been on the IOC's radar for many years already. Since 2006 the IOC has implemented wide-ranging measures to deal with the threat. These include rules prohibiting Olympic Games participants from betting on Olympic events; the monitoring of betting patterns related to Olympic events; educational programmes for athletes; cooperation with Interpol to raise awareness at all levels; and a whistleblower system.<sup>13</sup>

A major step forward was taken in 2014 with the launch of the IOC's Integrity Betting Intelligence System (IBIS),<sup>14</sup> a centralised mechanism for the exchange of information and intelligence. IBIS enables the sport movement to allocate and analyse information and intelligence about potential manipulation of competitions efficiently at one source and to communicate with entities on the sports betting side and/or governmental agencies. It covers

all Olympic sports (except football, which is dealt with by the Union of European Football Associations (UEFA) and the Fédération Internationale de Football Association (FIFA)), and, after the Olympic Games in Rio 2016, will come into force at other multi-sports events.

To maximise the impact of its actions, the IOC works in close partnership not only with Olympic Movement stakeholders but with key international players such as the United Nations, the European Union, the Council of Europe, Interpol, the United Nations Office on Drugs and Crime and UNESCO, to name just a few.

Strengthening good governance and protecting clean athletes is a top priority for the IOC.

Through Olympic Agenda 2020 and other measures taken since 1999, the IOC remains fully committed to protecting them from doping, match-fixing, manipulation and corruption.

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<sup>1</sup> Pâquerette Girard Zappelli is Chief Ethics and Compliance Officer of the International Olympic Committee.

<sup>2</sup> See Bill Mallon, 'The Olympic Bribery Scandal', *Journal of Olympic History*, vol. 8 (2000).

<sup>3</sup> For a summary of the mandate of the Ethics Commission, see [www.olympic.org/ethics-commission](http://www.olympic.org/ethics-commission).

<sup>4</sup> For further details, please refer to the full report by the IOC 2000 Commission to the 110th IOC Session: [http://www.olympic.org/Documents/Reports/EN/en\\_report\\_588.pdf](http://www.olympic.org/Documents/Reports/EN/en_report_588.pdf).

<sup>5</sup> See 'Decision no. 5/04 dated 25.10.04 Mr Ivan Slavkov – Decision by the 117th IOC Session, Singapore, 07.07.05, to expel Mr Ivan Slavkov from the IOC', [www.olympic.org/Documents/Reports/EN/en\\_report\\_912.pdf](http://www.olympic.org/Documents/Reports/EN/en_report_912.pdf).

<sup>6</sup> For more information, please consult our website, where all the texts and decisions have been published: [www.olympic.org/ethics-commission](http://www.olympic.org/ethics-commission).

<sup>7</sup> For an overview of the Basic Principle of Good Governance for the Sports Organisations, see [www.olympic.org/ethics-commission?tab=good-governance](http://www.olympic.org/ethics-commission?tab=good-governance).

<sup>8</sup> Read the full set of the Olympic Congress 2009 recommendations: 'The Olympic Movement in Society', [www.olympic.org/Documents/Congress\\_2009/Recommendations-eng.pdf](http://www.olympic.org/Documents/Congress_2009/Recommendations-eng.pdf).

<sup>9</sup> Read the full document: International Olympic Committee, *Olympic Agenda 2020: 20+20 Recommendations* (Lausanne: IOC, 2014), [www.olympic.org/documents/olympic\\_agenda\\_2020/olympic\\_agenda\\_2020-20-20\\_recommendations-eng.pdf](http://www.olympic.org/documents/olympic_agenda_2020/olympic_agenda_2020-20-20_recommendations-eng.pdf).

<sup>10</sup> Thomas Bach, 'Speech on the Occasion of the Opening Ceremony, 127th IOC Session, Monaco, 7 December 2014', [www.olympic.org/Documents/IOC\\_Executive\\_Boards\\_and\\_Sessions/IOC\\_Sessions/127\\_Session\\_Monaco\\_2014/127th\\_IOC\\_Session\\_Speech\\_Opening\\_Ceremony\\_President\\_Bach-English.pdf](http://www.olympic.org/Documents/IOC_Executive_Boards_and_Sessions/IOC_Sessions/127_Session_Monaco_2014/127th_IOC_Session_Speech_Opening_Ceremony_President_Bach-English.pdf).

<sup>11</sup> *Ibid.*

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<sup>12</sup> *Ibid.*

<sup>13</sup> See the Integrity and Compliance Hotline: [www.olympic.org/integrityhotline](http://www.olympic.org/integrityhotline).

<sup>14</sup> For more information, see 'IOC Integrity Betting Intelligence System (IBIS)', factsheet (Lausanne: IOC, 2015), [www.olympic.org/Documents/Reference\\_documents\\_Factsheets/Integrity\\_Betting\\_Intelligence\\_System\\_IBIS.pdf](http://www.olympic.org/Documents/Reference_documents_Factsheets/Integrity_Betting_Intelligence_System_IBIS.pdf).